**Marketing/Entrepreneurship**

Lessons for the Week **10/22 – 10/26**

***BLK 1—Week #9***

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**Mon. 10/22**: 1. **Business Meeting**—T Charts of 2 ideas—brainstorm pros/cons, share out,

also what could our Philanthropy be? Brainstorm ideas—let’s make a final

decision on our business and give back (philanthropy) by next week,

Monday 10/29.

**Homework**: 1.) Research for your business—WHO is your competition and how are you different?

What are your competitive advantages?

**Tues. 10/23**: 1. **Hector’s Sm. Business** (website)—clswk, small groups—line up!!

**Homework**: 1.) Research for your business—WHO is your competition and how are you different?

What are your competitive advantages?

**Wed. 10/24**: 1. **The Trading Game** What is the role of the entrepreneur in a free enterprise

economy?

**Homework**: 1.) Research for your business—WHO is your competition and how are you different?

What are your competitive advantages?

**Thurs. 10/25**: 1. What are Features? What are Benefits? Check out <https://www.entrepreneur.com/article/34942>

and <https://www.enchantingmarketing.com/features-and-benefits/>

2. **Features/Benefits PowerPoint Assignment**—see website & handout, begin work

**Homework**: 1.) Work on Features/Benefits PPT DUE: e-mailed BEFORE class Mon. 10/29 & presented

**Fri. 10/26**: 1. Work on **Features/Benefits PowerPoint Assignment**

**Homework**: 1.) Work on Features/Benefits PPT DUE: e-mailed BEFORE class Mon. 10/29 & presented

***\*Partnership Agreements will be presented to you next week***